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<http://assess.pages.tcnj.edu/?page_id=177>

[http://www.accesscable.net/~infopoll/tips.htm](http://www.accesscable.net/%7Einfopoll/tips.htm)

<http://www.isixsigma.com/methodology/voc-customer-focus/nine-steps-create-customer-survey-part-three/>

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* Ask questions that are relevant.
* Have a Certain focus.
* Make sure it is randomly distributed and keep it short.
* Use simple wording.
* Make sure there is a common understanding between you and the people taking the survey.
* Do not promote bias.
* Avoid bias wording.
* Have an Undecided option.
* Choose a format.
* Make goals that relate to the purpose.
* Record data.